

EC'd Yes Last Received: 07/20/2012 11:05 AM Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 742 Agency C/P1/P2/E 12/11/742 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 10/09/2012 - 10/15/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
THIS IS A NEW CONTRACT
TOTAL 3,550
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/09-10/09	1	1	1	\$50.00	
	2	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/10-10/10	1	1	1	\$50.00	
	3	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/11-10/11	1	1	1	\$50.00	
	4	F	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/12-10/12	1	1	1	\$50.00	
	5	M	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/15-10/15	1	1	1	\$50.00	
	8	TH	10P-1045P	WVET FOX NEWS	:30	\$700.00	10/11-10/11	1	1	1	\$700.00	
	9	F	10P-1045P	WVET FOX NEWS	:30	\$700.00	10/12-10/12	1	1	1	\$700.00	
	10	M	10P-1045P	WVET FOX NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
	11	TU	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/09-10/09	1	1	1	\$300.00	
	12	W	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/10-10/10	1	1	1	\$300.00	
	13	TH	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/11-10/11	1	1	1	\$300.00	

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Rep Firm
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Salesperson () ANJIE BRADY
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	14	M	1045P-11P	SPORTSWEAP M-F	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	

---REPORT TOTALS---

Report Totals: 12 / \$3,550.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$3,550.00

Sales Totals: 12 / \$3,550.00

Station Totals: 12 / \$3,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,000	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 1%	WVBT 5%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE